



“Trashercise” with Keep Williamson Beautiful

Williamson Recycles and Keep Williamson Beautiful invite Williamson County and Franklin Special Schools to participate in the...

2015 Recycled Project Contest

High School Project – Create a social media campaign promoting “Trashercise”

So what is trashercise? Well, to trashercise is to pick up litter while exercising! This can include stretching, jogging between patches of litter, lunging to pick up litter. What is your trashercise work out plan?



Keep Williamson Beautiful (KWB) will be encouraging our community to trashercise, and we need your help to inspire others! Currently, KWB offers litter kits including safety vests, gloves, litter pickers, trash bags and hand sanitizer to volunteers picking up litter. We would like to incorporate trashercise into this current plan. You can learn more about KWB’s litter pickups at www.keepwilliamsonbeautiful.org.

The themes of this social media campaign might include exercise, picking up litter, being heart-healthy, eco-friendly, and taking pride in our county and keeping it clean.

I want you to persuade me to adopt trashercise as a **lifestyle**. Creativity is encouraged!

Contest Rules

Project: Create a social media campaign that persuades others to “trashercise”.

Target Audience: Williamson County residents using Facebook and Twitter

Display: Winning campaign plans will be displayed for continuous fairgoer viewing at the Keep Williamson Beautiful/Williamson Recycles booth at the fair and uploaded to KWB’s Facebook page at <https://www.facebook.com/KeepWilliamsonBeautifulTN> & Twitter page at <https://twitter.com/KWBeautifulTN>

Campaign Format:

- Social media campaign should plan for 1 week of posts to **Facebook** and to **Twitter**.
- Minimum of 1 post per day and maximum of 3 posts per day for both Facebook and Twitter
 - So 1-3 posts daily for Facebook
 - And 1-3 posts daily for Twitter too
- Posts should be accompanied with a time and date suggestion for publishing.
- Each post should be ready to be uploaded to Facebook or Twitter.
- Each post should be accompanied with an explanation of why it is persuasive and how it incorporates a theme(s).
- Use of graphics, pictures and videos are allowed. Cite your sources.
- Campaign should be organized clearly in a Word Document with a Facebook section and a Twitter section.
- At the end of the campaign, please include a paragraph with recommendations for KWB.
- NO DEROGATORY or OFFENSIVE LANGUAGE

Goals:

- Inspire others to volunteer with KWB and to trashercise.
- Persuade others that trashercise should be a lifestyle.
- Create and utilize a catchy slogan involving the word “trashercise”. This will also be the social media campaign title.
- Incorporate themes such as community pride, heart-healthy and eco-friendly.

Campaigns may be created by an individual or a group for submission to the contest.

School level judging: Please conduct a *school level judging* to select winning projects for the countywide contest. First, second, and third place winners will be entered into the countywide contest for a total of three entries per school.

Forms: Please attach an **Entry Form** and a **Parental Permission Form** provided below for each campaign that is chosen as a school finalist.

All submissions are due by May 7, 2015.

Judging: Project will be judged in the following categories.

1. Clearly explains trashercise concept and promotes the lifestyle
2. Includes themes like community pride, heart-healthy and eco-friendly
3. Persuasiveness of slogan and social media campaign
4. Creativity
5. Project follows contest rules

The County Level Judging is conducted by the Keep Williamson Beautiful Committee and WCS Representatives. Winners will be notified through their teacher's email address by May 18, 2015.

Awards:

- Winning schools receive **financial awards** to be used towards the school's environmental program/Merit Program.
 - First place- **\$250**
 - Second place- **\$100**
 - Third place- **\$50**
- Winning campaigns will be displayed at the **Williamson County Fair** -- Ag Expo Park , August 7 – 15, 2015 and posted to KWB Facebook page at <https://www.facebook.com/KeepWilliamsonBeautifulTN> and Twitter page at <https://twitter.com/KWBeautifulTN> (KWB reserves the right to keep winning art for promotional purposes.)
- News releases with names of the winners, teachers, and schools will be provided for submission to the local media.
- Winning projects, students, teachers and schools will be **featured on WC-TV** for a Recycled Project Contest special awards segment!
 - The segment will be filmed on **Friday, May 22, 2015 at 1 p.m.** in the Williamson County Administrative Complex located at 1320 West Main Street, Franklin, TN 37064 in the auditorium. All winning students and teachers are encouraged to participate!
 - Parents are welcome to attend and watch filming (your child will get an award)!

Contact for questions and additional information:

Jennifer Gosciniak, Williamson Recycles—Keep Williamson Beautiful

(615) 786-0166, email: jenniferg@williamson-tn.org

ENTRY FORM

Please deliver projects to either the Williamson Recycles/Keep Williamson Beautiful Material Recovery Facility or the Williamson County Solid Waste Department with entry and signed parental permission form(s) by **May 7, 2015**.

Mail or deliver to:

Recycled Art Contest, Keep Williamson Beautiful: 420 Century Court, Franklin, TN 37064

Hand deliver to the door at left side of the building with the sign: **Buy Back Center** Mon.-Fri., 8 a.m. – 3:30 p.m.
or

Williamson County Solid Waste Department: 5750 Pinewood Road, Franklin, TN 37064

Hand deliver to office building, Monday-Friday, 7a.m. - 4 p.m.

Reminder: Limit of 3 entries per school—first, second, third place winners

Students and schools, please save a copy of your campaign as projects will not be returned to schools.

School _____ Grade _____

Student's name _____

Title of Campaign _____

Teacher Name _____

Email _____ Phone _____



PARENTAL PERMISSION FORM

Event: Williamson Recycles –Keep Williamson Beautiful
“Trasherise” Social Media Campaign – 2015 Recycled Project Contest

Date: ____/____/____

Child's Name: _____

Parent/ Guardian's Name: _____

I hereby give my permission for my child, named above, to participate in the Keep Williamson Beautiful Recycled Project Contest. By permitting my child to participate in the Recycled Project Contest, I agree to release and hold harmless Williamson County and Keep Williamson Beautiful and its employees, volunteers, officers, and agents from any and all damages, injuries, claims, causes of actions, or losses of any kind resulting from my child's participation in the contest.

I understand that Keep Williamson Beautiful may use videos submitted by my child or photograph my child related to my child's participation in the Contest and that my child's image may be included in such submitted videos or photographs taken in the course of participating in the Contest. I hereby give the Keep Williamson Beautiful staff the absolute right and permission to use the videos, photographs and other images of my child on Keep Williamson Beautiful website or Williamson County's website, or any other media or other promotional purposes at the discretion of Keep Williamson Beautiful. Keep Williamson Beautiful will not sell my child's image or use it for any commercial use. I release Williamson County and Keep Williamson Beautiful, its employees, agents, volunteers, and photographer from liability for any violation of any personal proprietary right I may have in connection with such use.

I agree that Williamson County and Keep Williamson Beautiful or their agents, officers, employees, and volunteers are not responsible for any injury, loss or damage to person or property resulting from my child's participation in the Contest.

Parent/ Guardian Signature _____ Date: ____/____/____

